



SUCCESS STORY

PHILADELPHIA DISTRICT OFFICE

U. S. SMALL BUSINESS ADMINISTRATION

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Local Magician's Life-Long Dream Comes True with Help from SCORE

After 40 years of performing magic to young and old, Irv Furman accomplished his life long dream of owning a retail magic shop, Hocus Pocus, at 4th and South Streets in Philadelphia with the help of the Service Corps of Retired Executives, a resource partner for the U. S. Small Business Administration. SCORE provides free counseling to help people to start, expand or sustain their businesses.

Irv sought assistance twelve years ago from the local Montgomery County Chapter of SCORE to open his own retail magic shop. Thinking that he needed \$50,000 to start the business, SCORE counselors Ivan Popkin and Jack Moses convinced him to borrow \$5,000 from his father to start Hocus Pocus, a unique magic store that caters to consumers of all ages interested in the art of magic..

This Philadelphia resident is businessman, magician, author and teacher. This past summer, Irv traveled to Mount Rushmore to receive the coveted Magician's Magician awarded by the Society of American Magicians. While there, he was honored to perform before four of our country's past presidents. He recently received the Eastern Montgomery County SCORE Chapter's "Small Business Man of the year for 2003" award and was honored at a special luncheon.

An authority on magic, Irv has worked at trade shows and corporate events from coast to coast. He has given private magic lessons to hundreds of professionals and is proud to have taught the great Mohammed Ali. The rise in internet sales of magic products doesn't concern Irv. "I perform and sell magic for the love of it, and I derive satisfaction just making people happy," he says. Hocus Pocus Magic shop is always packed with young and aspiring magicians, including professionals such as Teller of Penn and Teller, Harry Blackstone, Jr. and Pat Croce, formerly of the 76'ers.

A graduate of Temple University and a teacher by trade, Irv started out as a physical education instructor. He taught at Finletter Elementary school in Philadelphia, spent seven years as a teacher at Marywood College in Maryland. When he returned to Philadelphia, he designed and taught a Magic course for adults at Temple University's School of Continuing Education. He studied under the famous magician, Jack Shannon, and had been a member of the prestigious Philadelphia Houdini Club, one of the oldest Philadelphia magic clubs in the country.

"Amazing Irv" is full of magical tricks with messages for children of all ages. He concentrates on mystifying children by making them laugh, but at the same time, he teaches them a lesson of manners. He also works with special education instructors and teaches them creative ways to get their difficult students to learn.

Irv teaches tricks to confuse, amuse and entertain in every situation. He holds classes for children and adults in his shop. Busy Irv, with time permitting, performs for senior citizens, hospitalized children, groups of autistic children and runaways. He also finds time to visit the local youth centers teaching them the art of magic.

An accomplished author as well as a magician, Irv wrote several books on magic including Magic and the Educated Rabbit, Magic for the Klutz, Math Magic, Fun with Magic and his latest book Amazing Irv's Handbook of Everyday Magic."